

Estimated timeline of project: 3-5 months

Number of BVA consultants on project: 3-4

Types of projects:

- Audience research
- Market research
- Analysis of current data
- Pricing models

How to know if you're ready for a data analysis project

- You have a dedicated board and staff willing and able to engage in a BVA project with the necessary time commitment
- You have the staff and board capacity to implement the deliverables and recommendations from your BVA team.
- Your data is “clean” and ready to use without the BVAs having to take time to make the data cohesive
- You want to define your current audience
- You want to develop new audiences
- You have a lot of data but don’t know what any of it means

Background materials that your BVA team may request (if you have them)

- Distribution lists/database
- Digital mailing list
- Ticketing sales/system
- Knowledge of competitors or similar organizations in the marketplace
- Current pricing model
- Financial materials, such as balance sheets and profit and loss statements
- Budget